

ABSTRACT

This research was motivated by the Covid-19 pandemic which made people adapt to new normal. This new normal adaptation makes tourist attractions that are located in nature, away from crowds, and have large open areas become an attraction for visitors. Due to social restrictions, many people are now choosing to travel safely, such as without socializing with many people while enjoying the facilities of these tourist attractions. In addition, the decrease in visitors and the lack of proper promotions made Wisata Kampung Istal lose its awareness as an educational tourist attraction.

Therefore, the purpose of this research is to design a branding strategy by carrying out brand activation through social media that is suitable for Wisata Kampung Istal. Literature studies, observations, interviews and Focus Group Discussion (FGD) were carried out so that the target audience matched the targeted market. This is done so that the message to be conveyed can be conveyed properly. Then, the data that has been obtained were analyzed using the SWOT (Strength, Weakness, Opportunity, Threat) analysis method, AISAS (Attention, Interest, Search, Action, Share), AOI (Activities, Opinion, Interest), STP (Segmentation, Targeting, Positioning), 4P (Product, Price, Place, Promotion), and 5W+1H. Social media was chosen because it is the most effective medium in conveying a message. The main reason is because social media users are very broad and social media are the media that are most often used in this era of adapting to new normal.

Keywords: Educational tourist attractions, branding strategy, brand activation, social media